

**G-27-C**

Roll No. 2203748

Total No. of Questions : 16]

[Total No. of Printed Pages : 4

**XIIRJSZM17**

**12627-C**

**ENTREPRENEURSHIP**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**(Long Answer Type Questions)**

**5 each**

1. What is meant by Entrepreneurial Opportunity ? Explain the various steps involved in the process of opportunity identification.

*Or*

Explain the steps involved in the selection of an enterprise.

2. Define business planning. Explain the procedure of preparation of a project report.

*Or*

What do you mean by Financial Resource Assessment ? Explain its non-financial aspect also.

3. Explain various facilities and technologies for setting an enterprise.

*Or*

How the production of goods and services is carried out by an entrepreneur ?

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**Turn Over**

( 2 )

4. Explain briefly the basic management functions.

Or

What is Marketing Mix ? Explain various elements of marketing mix.

5. Explain briefly various sources of long-term business finance.

Or

What is meant by Business Growth ? Explain various causes of growth of an enterprise.

(Short Answer Type Questions)

3 each

6. What do you understand by Environment Scanning ?

7. Write a short note on market assessment.

8. Explain the commercial information needed to set up an enterprise.

9. Explain the fixed capital requirements of an entrepreneur.

10. What do you mean by Break-Even Analysis ?

11. What do you mean by Quality and Quantity of Products ?

12. Explain any *three* functions of marketing.

13. Distinguish between ~~expansion and diversification~~.

14. Define Ecology. Give the causes of ecological imbalance.

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(Very Short Answer Type Questions)

2 each

15. (a) Define Entrepreneurship.  
(b) Define market research.  
(c) Name the various steps undertaken while setting up an enterprise.  
(d) What is meant by Financial Resource Assessment ?  
(e) What do you mean by Return On Investment (ROI) ?  
(f) Give earning theory for estimation of financial requirement of a concern.  
(g) What is Supervision ?  
(h) Define marketing management.  
(i) What do you understand by Substitution ?

(Objective Type Questions)

1 each

16. (i) To become an entrepreneur one must have :  
(a) Money  
(b) Long Experience  
(c) High Education  
(d) Initiative to do something
- (ii) Factors affecting entrepreneurship are :  
(a) Political surges  
(b) Government policies  
(c) Regional conditions  
(d) All of the above

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- (iii) Finance resources management is concerned with :
- (a) Estimating financial requirements
  - (b) Raising funds
  - (c) Controlling utilization of funds
  - (d) All of the above
- (iv) Every increase in current liabilities will increase the :
- (a) Optimum capital
  - (b) Networking capital
  - (c) Fixed capital
  - (d) Gross working capital
- (v) Production is a process by which goods and services are created. (True/False)
- (vi) Stock in progress is not a constituent of working capital. (True/False)
- (vii) Short-term finance is taken for a period of less than one year. (True/False)
- (viii) The process of putting the goods in suitable containers is called as .....
- (ix) A deep and detailed study of different aspects of marketing is called .....
- (x) The process of assigning a specific brand name to a product is known as .....

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